



# Apparel and Footwear in Hong Kong, China

November 2023

Table of Contents

## [Apparel and Footwear in Hong Kong, China](#)

### EXECUTIVE SUMMARY

Apparel and footwear in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for apparel and footwear?

### MARKET DATA

Table 1 - Sales of Apparel and Footwear by Category: Volume 2018-2023

Table 2 - Sales of Apparel and Footwear by Category: Value 2018-2023

Table 3 - Sales of Apparel and Footwear by Category: % Volume Growth 2018-2023

Table 4 - Sales of Apparel and Footwear by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Apparel and Footwear: % Value 2019-2023

Table 6 - LBN Brand Shares of Apparel and Footwear: % Value 2020-2023

Table 7 - Distribution of Apparel and Footwear by Format: % Value 2018-2023

Table 8 - Distribution of Apparel and Footwear by Format and Category: % Value 2023

Table 9 - Forecast Sales of Apparel and Footwear by Category: Volume 2023-2028

Table 10 - Forecast Sales of Apparel and Footwear by Category: Value 2023-2028

Table 11 - Forecast Sales of Apparel and Footwear by Category: % Volume Growth 2023-2028

Table 12 - Forecast Sales of Apparel and Footwear by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## [Childrenswear in Hong Kong, China](#)

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Return of tourists benefits sales of childrenswear in 2023

Increasing outdoor needs drive demand for functional childrenswear

Influence of adult fashion on childrenswear

#### PROSPECTS AND OPPORTUNITIES

Impact of demographic shift on childrenswear

Gender-neutral fashion for children

### CATEGORY DATA

Table 13 - Sales of Childrenswear by Category: Volume 2018-2023

Table 14 - Sales of Childrenswear by Category: Value 2018-2023

Table 15 - Sales of Childrenswear by Category: % Volume Growth 2018-2023

Table 16 - Sales of Childrenswear by Category: % Value Growth 2018-2023

Table 17 - NBO Company Shares of Childrenswear: % Value 2019-2023

Table 18 - LBN Brand Shares of Childrenswear: % Value 2020-2023

Table 19 - Forecast Sales of Childrenswear by Category: Volume 2023-2028

Table 20 - Forecast Sales of Childrenswear by Category: Value 2023-2028

Table 21 - Forecast Sales of Childrenswear by Category: % Volume Growth 2023-2028

Table 22 - Forecast Sales of Childrenswear by Category: % Value Growth 2023-2028

## [Apparel Accessories in Hong Kong, China](#)

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Rebound of apparel accessories driven by resumption of travel  
Nostalgia drives demand for Y2K fashion accessories

### PROSPECTS AND OPPORTUNITIES

Casualisation trend to slow demand for more formal accessories  
Polarisation within apparel accessories in Hong Kong

### CATEGORY DATA

Table 23 - Sales of Apparel Accessories by Category: Volume 2018-2023  
Table 24 - Sales of Apparel Accessories by Category: Value 2018-2023  
Table 25 - Sales of Apparel Accessories by Category: % Volume Growth 2018-2023  
Table 26 - Sales of Apparel Accessories by Category: % Value Growth 2018-2023  
Table 27 - NBO Company Shares of Apparel Accessories: % Value 2019-2023  
Table 28 - LBN Brand Shares of Apparel Accessories: % Value 2020-2023  
Table 29 - Forecast Sales of Apparel Accessories by Category: Volume 2023-2028  
Table 30 - Forecast Sales of Apparel Accessories by Category: Value 2023-2028  
Table 31 - Forecast Sales of Apparel Accessories by Category: % Volume Growth 2023-2028  
Table 32 - Forecast Sales of Apparel Accessories by Category: % Value Growth 2023-2028

## Menswear in Hong Kong, China

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Menswear's rebound is driven by the return of tourists  
Casual dressing in the workplace  
Quiet luxury in menswear

### PROSPECTS AND OPPORTUNITIES

Further growth potential for menswear in Hong Kong  
Rapid expansion of DETERMINANT: Reflection of local menswear's future demand  
Genderless fashion on the rise in Hong Kong

### CATEGORY DATA

Table 33 - Sales of Menswear by Category: Volume 2018-2023  
Table 34 - Sales of Menswear by Category: Value 2018-2023  
Table 35 - Sales of Menswear by Category: % Volume Growth 2018-2023  
Table 36 - Sales of Menswear by Category: % Value Growth 2018-2023  
Table 37 - NBO Company Shares of Menswear: % Value 2019-2023  
Table 38 - LBN Brand Shares of Menswear: % Value 2020-2023  
Table 39 - NBO Company Shares of Men's Nightwear: % Value 2019-2023  
Table 40 - LBN Brand Shares of Men's Nightwear: % Value 2020-2023  
Table 41 - NBO Company Shares of Men's Outerwear: % Value 2019-2023  
Table 42 - LBN Brand Shares of Men's Outerwear: % Value 2020-2023  
Table 43 - NBO Company Shares of Men's Swimwear: % Value 2019-2023  
Table 44 - LBN Brand Shares of Men's Swimwear: % Value 2020-2023  
Table 45 - NBO Company Shares of Men's Underwear: % Value 2019-2023  
Table 46 - LBN Brand Shares of Men's Underwear: % Value 2020-2023  
Table 47 - Forecast Sales of Menswear by Category: Volume 2023-2028  
Table 48 - Forecast Sales of Menswear by Category: Value 2023-2028  
Table 49 - Forecast Sales of Menswear by Category: % Volume Growth 2023-2028

## Table 50 - Forecast Sales of Menswear by Category: % Value Growth 2023-2028

### Womenswear in Hong Kong, China

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Womenswear gradually recovers, driven by return of tourists  
Quiet luxury with the emergence of the “Clean Fit” fashion trend  
Booming athleisure trend in womenswear

#### PROSPECTS AND OPPORTUNITIES

Body positive movement is shifting traditional demand for womenswear  
Emphasis on omnichannel strategy to enhance connection with consumers  
Sustainability efforts in womenswear

#### CATEGORY DATA

Table 51 - Sales of Womenswear by Category: Volume 2018-2023  
Table 52 - Sales of Womenswear by Category: Value 2018-2023  
Table 53 - Sales of Womenswear by Category: % Volume Growth 2018-2023  
Table 54 - Sales of Womenswear by Category: % Value Growth 2018-2023  
Table 55 - NBO Company Shares of Womenswear: % Value 2019-2023  
Table 56 - LBN Brand Shares of Womenswear: % Value 2020-2023  
Table 57 - NBO Company Shares of Women's Nightwear: % Value 2019-2023  
Table 58 - LBN Brand Shares of Women's Nightwear: % Value 2020-2023  
Table 59 - NBO Company Shares of Women's Outerwear: % Value 2019-2023  
Table 60 - LBN Brand Shares of Women's Outerwear: % Value 2020-2023  
Table 61 - NBO Company Shares of Women's Swimwear: % Value 2019-2023  
Table 62 - LBN Brand Shares of Women's Swimwear: % Value 2020-2023  
Table 63 - NBO Company Shares of Women's Underwear: % Value 2019-2023  
Table 64 - LBN Brand Shares of Women's Underwear: % Value 2020-2023  
Table 65 - Forecast Sales of Womenswear by Category: Volume 2023-2028  
Table 66 - Forecast Sales of Womenswear by Category: Value 2023-2028  
Table 67 - Forecast Sales of Womenswear by Category: % Volume Growth 2023-2028  
Table 68 - Forecast Sales of Womenswear by Category: % Value Growth 2023-2028

### Jeans in Hong Kong, China

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Denim jeans develop more comfort-driven designs  
Y2K vintage style is influencing demand from younger consumers

#### PROSPECTS AND OPPORTUNITIES

Growing demand for premium jeans  
Sustainable jeans to increasingly come to the fore

#### CATEGORY DATA

Table 69 - Sales of Jeans by Category: Volume 2018-2023  
Table 70 - Sales of Jeans by Category: Value 2018-2023  
Table 71 - Sales of Jeans by Category: % Volume Growth 2018-2023  
Table 72 - Sales of Jeans by Category: % Value Growth 2018-2023  
Table 73 - Sales of Men's Jeans by Category: Volume 2018-2023

Table 74 - Sales of Men's Jeans by Category: Value 2018-2023  
Table 75 - Sales of Men's Jeans by Category: % Volume Growth 2018-2023  
Table 76 - Sales of Men's Jeans by Category: % Value Growth 2018-2023  
Table 77 - Sales of Women's Jeans by Category: Volume 2018-2023  
Table 78 - Sales of Women's Jeans by Category: Value 2018-2023  
Table 79 - Sales of Women's Jeans by Category: % Volume Growth 2018-2023  
Table 80 - Sales of Women's Jeans by Category: % Value Growth 2018-2023  
Table 81 - NBO Company Shares of Jeans: % Value 2019-2023  
Table 82 - LBN Brand Shares of Jeans: % Value 2020-2023  
Table 83 - Forecast Sales of Jeans by Category: Volume 2023-2028  
Table 84 - Forecast Sales of Jeans by Category: Value 2023-2028  
Table 85 - Forecast Sales of Jeans by Category: % Volume Growth 2023-2028  
Table 86 - Forecast Sales of Jeans by Category: % Value Growth 2023-2028  
Table 87 - Forecast Sales of Men's Jeans by Category: Volume 2023-2028  
Table 88 - Forecast Sales of Men's Jeans by Category: Value 2023-2028  
Table 89 - Forecast Sales of Men's Jeans by Category: % Volume Growth 2023-2028  
Table 90 - Forecast Sales of Men's Jeans by Category: % Value Growth 2023-2028  
Table 91 - Forecast Sales of Women's Jeans by Category: Volume 2023-2028  
Table 92 - Forecast Sales of Women's Jeans by Category: Value 2023-2028  
Table 93 - Forecast Sales of Women's Jeans by Category: % Volume Growth 2023-2028  
Table 94 - Forecast Sales of Women's Jeans by Category: % Value Growth 2023-2028

## Hosiery in Hong Kong, China

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Resumption of social lives leads to increasing demand for hosiery

Functionality is increasingly important for hosiery

#### PROSPECTS AND OPPORTUNITIES

Sheer hosiery's growth set to slow, while non-sheer hosiery will remain resilient

Retail offline will continue to dominate hosiery purchases

### CATEGORY DATA

Table 95 - Sales of Hosiery by Category: Volume 2018-2023  
Table 96 - Sales of Hosiery by Category: Value 2018-2023  
Table 97 - Sales of Hosiery by Category: % Volume Growth 2018-2023  
Table 98 - Sales of Hosiery by Category: % Value Growth 2018-2023  
Table 99 - NBO Company Shares of Hosiery: % Value 2019-2023  
Table 100 - LBN Brand Shares of Hosiery: % Value 2020-2023  
Table 101 - Forecast Sales of Hosiery by Category: Volume 2023-2028  
Table 102 - Forecast Sales of Hosiery by Category: Value 2023-2028  
Table 103 - Forecast Sales of Hosiery by Category: % Volume Growth 2023-2028  
Table 104 - Forecast Sales of Hosiery by Category: % Value Growth 2023-2028

## Footwear in Hong Kong, China

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Return of tourist consumption helps boost footwear sales

Athleisure trend is shifting demand for footwear

Retail offline sales of footwear regain momentum

## PROSPECTS AND OPPORTUNITIES

Further potential to customise footwear in Hong Kong  
Sustainability in footwear driven by local consumers' environmental concerns

### CATEGORY DATA

Table 105 - Sales of Footwear by Category: Volume 2018-2023  
Table 106 - Sales of Footwear by Category: Value 2018-2023  
Table 107 - Sales of Footwear by Category: % Volume Growth 2018-2023  
Table 108 - Sales of Footwear by Category: % Value Growth 2018-2023  
Table 109 - NBO Company Shares of Footwear: % Value 2019-2023  
Table 110 - LBN Brand Shares of Footwear: % Value 2020-2023  
Table 111 - Distribution of Footwear by Format: % Value 2018-2023  
Table 112 - Forecast Sales of Footwear by Category: Volume 2023-2028  
Table 113 - Forecast Sales of Footwear by Category: Value 2023-2028  
Table 114 - Forecast Sales of Footwear by Category: % Volume Growth 2023-2028  
Table 115 - Forecast Sales of Footwear by Category: % Value Growth 2023-2028

## Sportswear in Hong Kong, China

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sportswear maintains strong growth momentum in 2023  
"Gorpcore" on the rise due to increasing outdoor needs  
Localised marketing strategies to enhance brand connection with consumers

## PROSPECTS AND OPPORTUNITIES

Fragmented and intensifying competition within sportswear  
Emphasis on inclusivity and diversity within sportswear  
Immersive offline retail experience to enhance brand connection with consumers

### CATEGORY DATA

Table 116 - Sales of Sportswear by Category: Value 2018-2023  
Table 117 - Sales of Sportswear by Category: % Value Growth 2018-2023  
Table 118 - NBO Company Shares of Sportswear: % Value 2019-2023  
Table 119 - LBN Brand Shares of Sportswear: % Value 2020-2023  
Table 120 - Distribution of Sportswear by Format: % Value 2018-2023  
Table 121 - Forecast Sales of Sportswear by Category: Value 2023-2028  
Table 122 - Forecast Sales of Sportswear by Category: % Value Growth 2023-2028

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer

trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/apparel-and-footwear-in-hong-kong-china/report](http://www.euromonitor.com/apparel-and-footwear-in-hong-kong-china/report).